

PRIMANET'S TRANSFORMATIONAL SYSTEMS PROVIDE SOLID GAME PLAN FOR THE FUTURE



Nottingham-based Dreamsport designs and manufactures sports kit for international, professional and amateur clubs, universities and schools.

Working across numerous sports, organisations and age groups, Dreamsport's customisation is unrivalled. The company offers players and coaches the opportunity to take an active role in developing their kit, taking personalisation to a whole new level.

Since launching in 2009, the business has expanded rapidly and now has four sub-brands:

- Playerlayer - modern, lasting sports kit.
- Mylo Kyn: athletic apparel inspired by the origins of Olympic sport.
- New Era Caps: sports-inspired headwear and leisurewear.
- Under Armour: Dreamsport is the sole UK and Europe distributor for this American brand.

Dreamsport has pioneered new sustainable products to reduce environmental impact. PlayerLayer now markets EcoLayers, made from recycled water bottles and with biodegradable packaging.

The company is also proud to have produced the world's first football kit from bamboo! The innovation has helped English League side Forest Green Rovers to be recognised by both FIFA and UEFA as the world's greenest football club.

PARTNERING WITH PRIMA

In 2019, after 10 years of growth, Dreamsport faced a number of challenges with their existing set-up:

- Multiple paper-based systems, variable processes and data duplication
- Manual processes causing inefficient working and holding back growth
- Third party applications all operated and reported separately
- Limited system capability, leading to disempowered users
- Fragmented ordering and unwieldy inventory management for different brands
- Inconsistent data meant stock planning and business decisions were being made without true insight

The company was seeking a coherent way of working to support its sophisticated personalisation right down to individual items – and to enhance its white label business, which both sources and distributes internationally.

In short, Dreamsport needed a new business-wide platform which could be tailored to their specific needs, to support growth. They wanted to work with a business with whom they could forge a strategic partnership through both innovation and technology.

Prima's long-established expertise in the clothing industry was a key factor in Dreamsport's selection, as was the focus on strong relationships and values shared by both companies.



THE PRIMA SOLUTION

Working closely with the team at Dreamsport, we overhauled and unified all their key business processes. The PrimaNet system has:

- Standardised procedures to future-proof Dreamsport and support expansion
- Joined up different brand processes so that information now feeds into a central hub
- Strengthened product customisation, with specialised planning
- Improved e-commerce and wholesale stock management, with global access
- Empowered customers through the Wholesale Web Portal and integrated e-commerce
- Automated product sourcing and release for greater efficiency, visibility and data integrity
- Enhanced customer communication with a multistage approval process
- Improved warehouse management, with real-time tracking of deliveries
- Provided focused business intelligence

THE IMPACT

- Prima's systems were fully in place in early 2020, and despite the disruption of Covid-19 they have helped Dreamsport to secure more than 50 new customers and 37 contract renewals for customised sports kit
- Within a few months of going live, 50% of all orders were placed through the Wholesale Web Portal, delivering significant cost savings for Dreamsport.
- Automated processing has reduced time-consuming manual input
- 91 different websites have been integrated into a single platform
- E-commerce integration has significantly enhanced customer service and stock control



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Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.

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“We're dealing in bespoke products, so we have to plan and forecast demand 18-24 months ahead. The materials we use for our eco-innovation also mean that we have highly unusual supply chains.

We're growing fast, organically and through acquisition, so having confidence in the functionality and scalability of our systems is vital. The systems we have implemented with Prima cover all of our existing requirements, and we know it is easy to scale up. In addition, we have seen through the implementation process how responsive Prima are to change, all of which strengthens our core stability and gives us the confidence we need in our infrastructure for long-term growth. I know I can expand my business tenfold and our systems will be up to the task. Before, we would have fallen over.

It's been a transformative experience which quickly bore fruit. It's provided us with a solid platform and the benefits are huge. Prima sold this as a partnership and they've certainly delivered on that. They have been great to work with and there is still loads of untapped potential.”

Morgan Hay, Finance Director



To find out more about Dreamsport, visit:
<https://dreamsport.org/>
Get in touch to discover how we can help your business succeed.